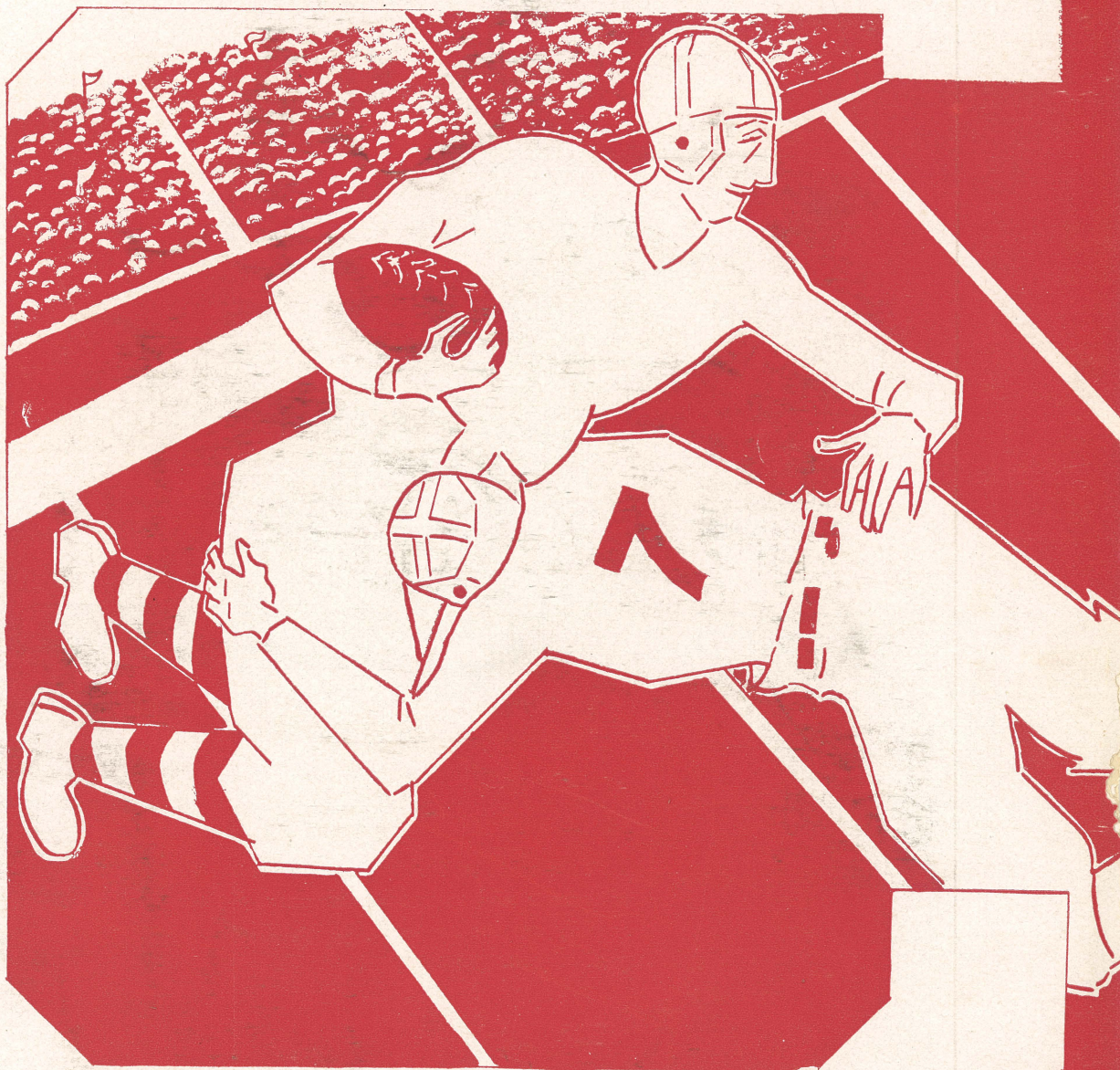


CENTENARY



Price 15c

1931 PROGRAM

Steadily Marching to reach our goal



To cooperate in full measure with each consumer and to render the most satisfactory service at all times—this is the goal of your gas company.

Southern Cities
DISTRIBUTING COMPANY

A Cities Service Subsidiary

Centenary College of Louisiana

ENTERING HER 107th YEAR

CENTENARY ATHLETIC COUNCIL

GEORGE M. REYNOLDS, Chairman

E. A. McDONNELL

W. G. PHELPS

JNO. A. HARDIN

C. B. DAVIDSON



DR. GEO. S. SEXTON, President

Centenary is a member of the Association of Colleges and Secondary Schools of the Southern States, the highest accrediting association for this section of the country.

Centenary is also a member of the Southern Intercollegiate Athletic Association. This year she has five Southwest Conference games, and one with the Big Ten Conference.



Administration Building



View Men's Dormitories



In Thrift Times---

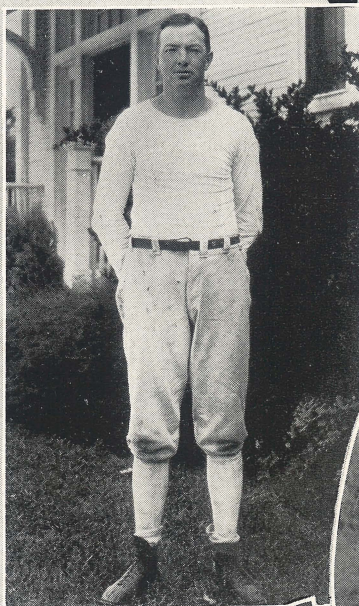
Remember the Thrift Store

In 1931, it's fashionable to save! Everybody watches their pennies and boasts of their economies! And that's why shopping at Feibleman's is more popular than ever—because there's added zest to saving when you can get the very same quality for the lower price that once cost you so much more! That's what you do at Feibleman's—thanks to our affiliation with Sears, Roebuck & Company, "the world's largest store." Greater buying power naturally lowers our prices and makes this new game of saving a pleasure instead of a hardship.

*Everything for Yourself, Your Family,
Your Home—Under One Roof.*

Feibleman's
Affiliated with SEARS, ROEBUCK & CO.

CETENARY COLLEGE COACHES



Curtis Parker
ASST. COACH



Clyde Lee
CAPTAIN



Homer H. Norton
HEAD COACH
AND
ATHLETIC DIRECTOR



Fred Willis
FRESHMAN COACH



Alvin Brown
ASST. FRESHMAN COACH

Homer H. Norton, Athletic Director and Head Coach

Coach Norton has been connected with the Athletic Department at Centenary since 1920, and has had a big share in the development of high class athletics at the college. Since becoming Head Coach his teams have made an enviable record. Centenary's record since Norton has been with the College shows 81 per cent of the games won.

Curtis Parker, Assistant Coach

Parker joined the Centenary coaching staff four years ago, after a successful athletic career at the University of Arkansas, where he graduated. Parker has proved himself to be a capable and efficient assistant to Coach Norton.

Fred Willis, Freshman Coach

Fred Willis played his last season with Centenary in 1929. He was mentioned on several All-American teams. He is undoubtedly the greatest tackle that ever played on a Centenary team, and was elected Freshman Coach in 1930.

Alvin Brown, Assistant Freshman Coach.

One of Centenary's outstanding quarterbacks who, after playing his last season, now joins the Gents' coaching staff.

**LARGEST, STRONGEST AND OLDEST BANKING
UNIT IN LOUISIANA OUTSIDE OF NEW ORLEANS**

**Our Facilities and Efficient Personnel Enables Us to Render
A Complete Commercial Banking, Trust and
Investment Service.**

**First National Bank
City Savings Bank & Trust Co.**

Centenary



Station

**141 Kings Highway, in Front Centenary
College**

**Standard Gasoline, Standard Motor Oil
Tires, Batteries, Other Accessories
Tires and Tubes Repaired**

**Let The GENTLEMEN Service Your Car
Greasing, Washing, Polishing**

Better Service—Better Products

Better Stick to the Standard

**We Will Appreciate Your Business—
You Will Be Highly Pleased With Our Service**

Compliments

of

**Herndon and
Davis Co., Inc.**

**E. I.-(Grits) Davis
D. A. (Dave) Corrie**

**705 Christian Street
Phone 5856
Shreveport, Louisiana**



Reading from left to right—Bottom Row: Craighead, trainer; Townson, Blakemore, Morgan, Wilson, Sherman, Womack, Waters, Dolan, Nolan, Nichols, B. Brown, Gibbons, Gibson, trainer.
 Reading from left to right—Second Row: Osborne, Co-Captain; Walker, Shelton, Lee, Captain; B. Cameron, Smith, Wansley, Lumsden, Taylor, Singleton, Pattison, Thompson, Murff, Oslin.
 Back Row—Left to right: Norton, Coach; Parker Assistant Coach; Carter, Kleinschmidt, H. Cameron, D. Brown, Morwood, Ames, Allums, Young, Oliphant, Geisler, Burns, Belcher, Auer, Willis, Freshman Coach; Marsalis, Trainer.

AFTER THE GAME TUNE IN ON
Sparco College Hour

Featuring
Earliest Complete Football Scores
With a Musical Salute to the
Victors by the
SPARCOLLEGIANS

Every Saturday Evening
7 o'Clock
over

KTBS

● Tune in and hear the earliest complete football scores of the major college games . . . Summaries of the featured games of the day. Enjoy peppy college tunes by the SPARCOLLEGIANS. Fill your gasoline tank with SPARCO BLUE-GREEN GASOLINE. 25 convenient stations in Shreveport. WHIZ GREASE and PENNZOIL motor oil.



The Centenary College Roster

No.	NAME	HOME TOWN	AGE	POSITION	Wt.	HT.	Yrs. Ex- PERIENCE
20	Young, Richard	Corsicana, Texas	21	Center	185	5'10"	0
21	Burns, Lester	Springhill, La.	21	Tackle	170	6'1½"	0
22	Warmsley, Will Edge	Mansfield, La.	23	Tackle	196	6'½"	0
23	Taylor, Theo	Dawson, Texas	22	Tackle	182	5'11½"	1
24	Thompson, Wayne	Mexia, Texas	26	Guard	180	5'9¾"	2
25	Womack, Crofford	Bastrop, La.	22	Full	180	5'7½"	2
26	Gibbons, Preyor	Texarkana, Texas	23	Half	148	5'5"	0
27	Oslin, Harold	Crossette, Ark.	22	Half	144	5'5"	0
28	Waters, Bob	Tioga, La.	21	Tackle	198	6'	0
29	Oliphant, Joe	Marshall, Texas	21	Tackle	190	5'11½"	1
30	Nolan, Earl	Shreveport, La.	23	Half	138	5'7"	2
31	Shelton, Hartwell	Pine Bluff, Ark.	22	End	162	6'	0
32	Lumsden, J.	Corsicana, Texas	24	Guard	173	5'11"	0
33	Townson, Eddie	Glenmora, La.	21	Half	146	5'7"	0
34	Murff, Ralph	Marshall, Texas	22	Half	152	5'6"	1
36	Brown, Bill	Corsicana, Texas	22	Guard	178	5'7½"	0
37	Cameron, Hugh	Homer, La.	23	Half	150	5'11¾"	1
38	Wilson, Tommy	Cooper, Texas	22	Guard	170	5'6½"	0
39	Geisler, Paul	Berwick, La.	21	End	180	6'½"	0
41	Ames, Perry	Selma, La.	22	Center	171	6'	1
42	Guice, Abner	Winnsboro, La.	23	Half	159	5'8"	0
43	Lee, Clyde	Wortham, Texas	23	End	180	5'11"	2
44	Brown, Dewey	Groesbeck, La.	22	Guard	185	5'10"	0
46	Allums, Melford	Ringgold, La.	21	End	168	6'	1
47	Cameron, Ben	Homer, La.	21	Half	160	5'8"	1
48	Pattison, Pat	Converse, La.	24	End	158	5'10¼"	2
50	Belcher, George	Longview, Texas	22	Full	174	5'11"	0
51	Sherman, W. J.	Haynesville, La.	21	Tackle	176	5'11"	2
52	Singleton, Roy	Texarkana, Texas	21	Center	168	6'	1
53	Smith, Manning	Shreveport, La.	19	Quarter	154	5'9½"	0
54	Morgan, Maurice	Thibodeaux, La.	21	End	165	5'8½"	0
56	Osborne, Wood	Kaufman, Texas	22	End	160	5'9"	2
57	Blakemore, Jno. Henry	Oakridge, La.	22	Guard	160	5'11"	0
58	Carter, Mike	Cooledge, Texas	21	Half	173	5'	0
59	Morwood, Ralph	Pine Bluff, Ark.	21	End	173	5'11"	0
60	Nichols, Floyd	Texarkana, Texas	22	Back	180	6'	0
61	Johnson, Blanchard	East Point, La.	21	Guard	175	5'10"	1

HODGES, INC.

AUTO STORAGE

411 Crockett Street

Phone 7153

The FASHION
Shop

SMART SPORTS

A P P A R E L

Coats

Knitted Suits

Frocks

Builder's Supply Company

Gents Stay in There and Fight!
We're For You

3rd and L. & A. Tracks

"The Home of Genuine Parts"

Has the Utmost Confidence in the
CENTENARY GENTLEMEN

We Say to You Fight 'Em!

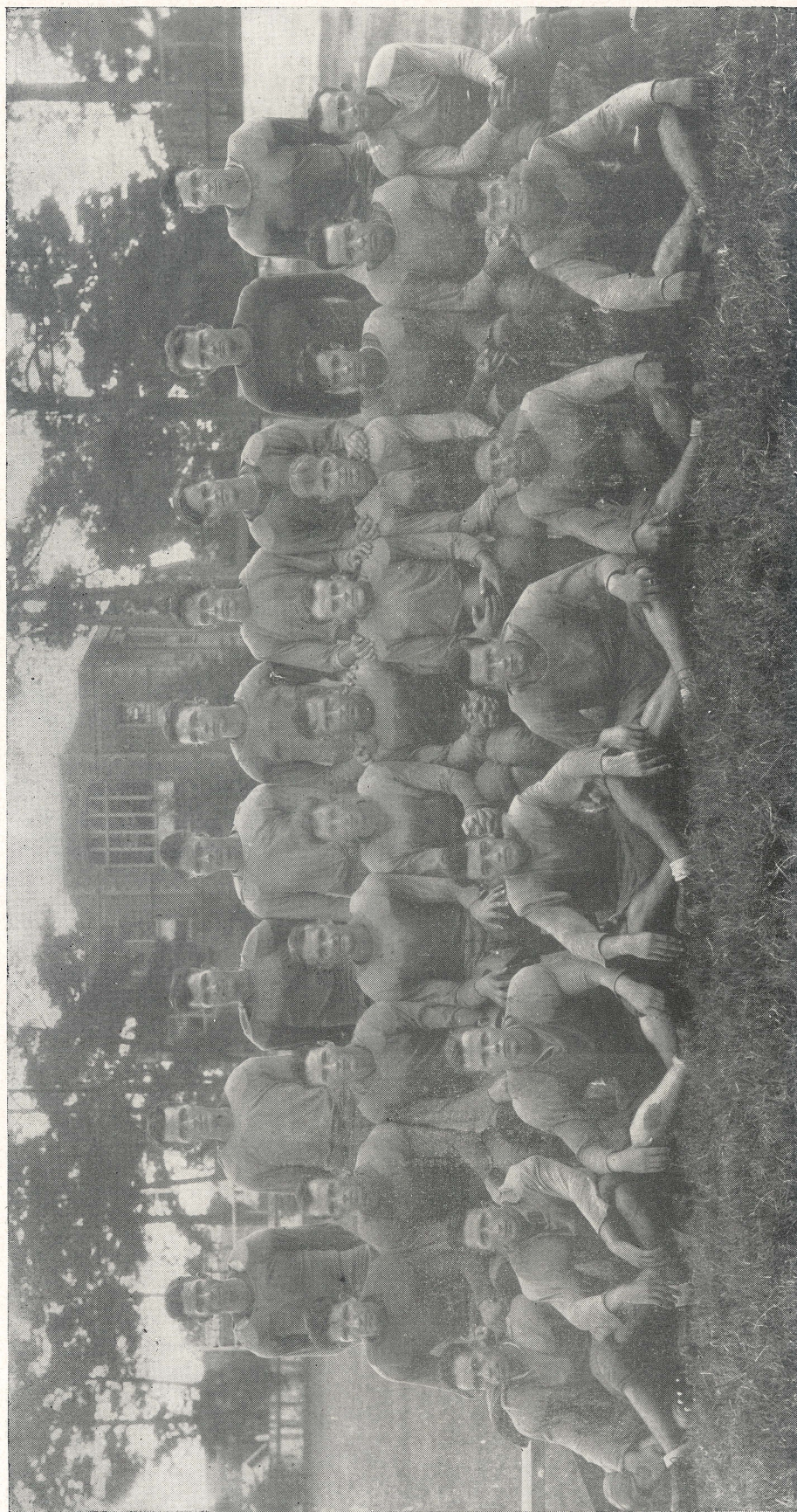
We Are Behind You to a Man.

Chain Battery and Automotive
Supply, Inc.

"Everything Electrical for the Car"

Marshall at Cotton

Phones 6281—6282—6283

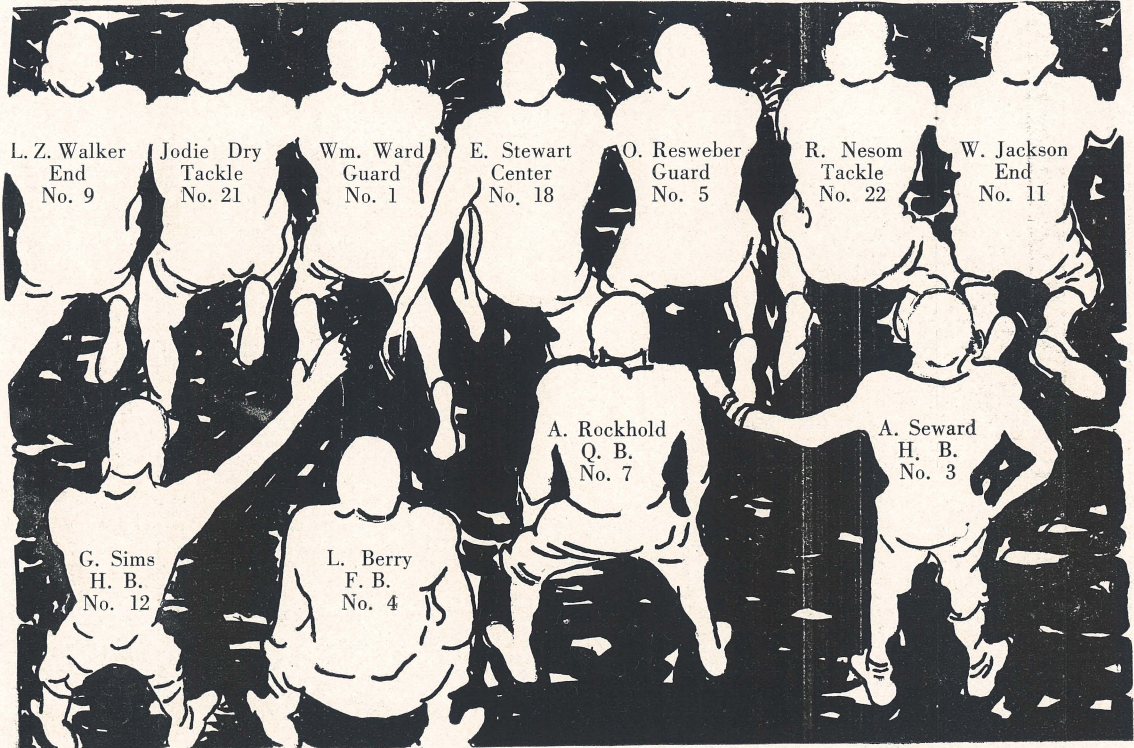


Louisiana State Normal College Varsity Team

Reading from left to right. Front row: Langford; Webb, T.; Stewart; Moorman; West; Stoker; Ward.
 Second row: Rockhold; Archibald; Miller; Walker; Berry; Webb, M.; Sims; Mount; Jones; Resweber; Mahfouz.
 Third row: Tullos; Dry; Jackson; Wimberly; Young; Hyams; White; Nesom; Johnson.
 Lee Prather, Head Coach and Athletic Director.
 — Turpin, Assistant Coach.

NORMAL

PROBABLY



OFFICIALS:

HARRY VINER, Mississippi A. & M.

Selber Bros.

Shreveport's Leading Store for Men and Boys

Selshire Suits

Offer More for Your Money Than in Years

New Colors . . . New Patterns

. . . Smarter Styles

Broad shouldered, trim waisted, snug-hipped models. One and two button coats. Single and double breasted. Improved tailoring . . . sturdy, luxurious woollens that assure long satisfactory wear. They're great values!

\$19.75

Feature Values At

\$23.75

\$28.75

Extra Pants If Desired

VISITING TEAM

First Downs	Touchdowns	Goals

Hickey-Freeman Customized

There has been no taking away of the touch-downs. You'll find a finer garment at this store.

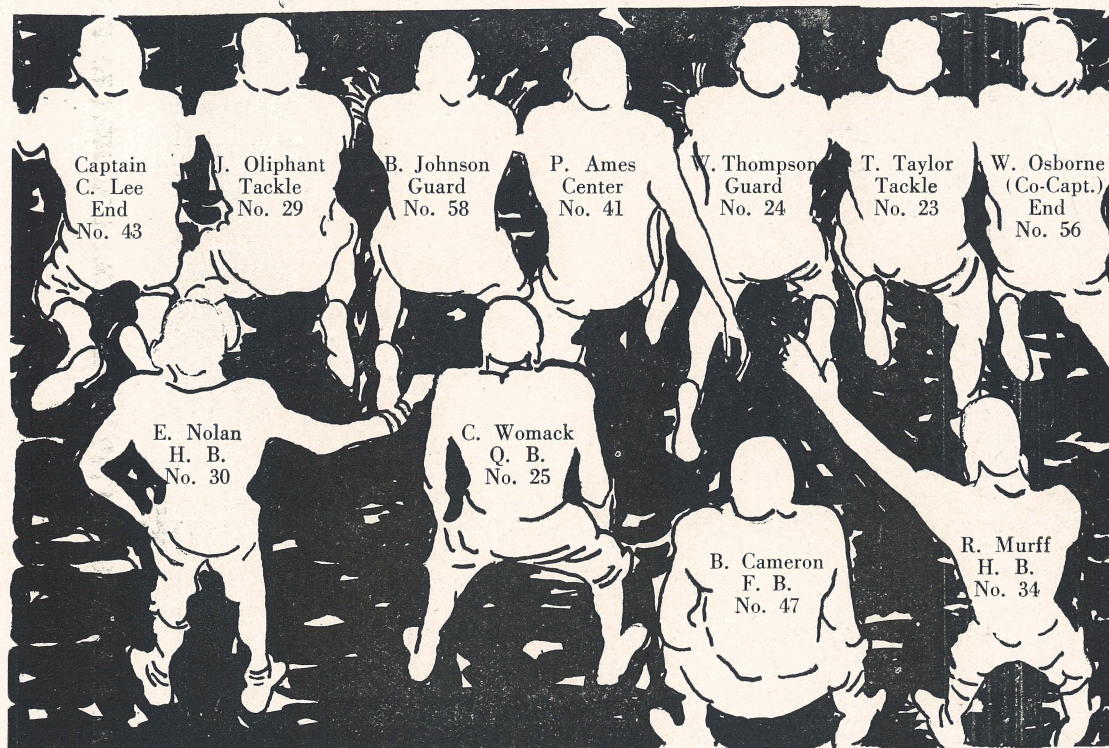
TOTALS

Touch Downs _____
Goals _____
Safetyes _____
Totals _____

Selber
Shreveport's Leading Store for Men and Boys

E LINE-UP

CENTENARY



JOE UTAY, Texas A. & M.

GLENN HUFF, S. M. U.

CENTENARY

First Downs	Touchdowns	Goals

and Suits now as low as \$48.50
 things you liked in other Hickey-Freeman
 as low price.

TOTALS

Touch Downs _____
 Goals _____
 Safeties _____
 Totals _____

Selber Bros.
INC.

Store for Men and Boys

Selber Bros.

Shreveport's Leading Store for Men and Boys

Mallory Hats

LOOK NATURAL! BE YOURSELF!

A Mallory hat plays up your personality, brings out your character. Choice quality makes a Mallory soft as a glove and flexible as your finger. New styles and color tones.

Mallory "Cravenetted"
 Hats

\$5 and up.

Burford Silk
 Lined Felts
 \$3.65

New Fall
 Stetsons
 \$7 and up.

Manhattan and Broadway Shirts—
 New Patterns—New Low Prices

GENTS

“HOLD THAT LINE!—HOLD THAT LINE!”

The Game Depends on RESERVES

Are YOU developing a *reserve* to weather the battles of life?

START TRAINING NOW

WITH

The Commercial National Bank

“Shreveport’s Largest Bank”

45 YEARS OF CONTINUED SERVICE

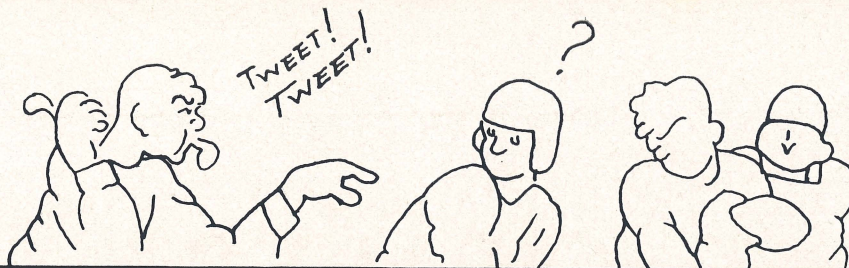
Better Service, Better Values

A Visit Will Be Appreciated

Plenty of Parking Space

Very Liberal Terms

Johnson
FURNITURE CO.
Where
Your
Credit
is Good



COMMON PENALTIES

FORWARD PASS PENALTIES — 1931

THOSE WHICH MAY BE DECLINED

1. Pass made by Team B—Loss of 15 yards. Safety if made from B's end zone. May be declined if intercepted.
2. Pass made from point less than 5 yards back } Loss of a down.
Or second forward pass on same down by A }
3. Second or more incomplete or illegal pass in a series—Loss of 5 yards. (May be declined if pass also is illegal—take other penalty.)
4. All penalties for interference may be declined as before.

THOSE WHICH MAY NOT BE DECLINED

1. Pass striking ground in field of play
2. Pass going out of bounds between goal lines
3. Pass touched by second originally eligible player of Team A } Pass Incomplete and
the Ball is *Dead*.
4. Pass incompleting in opponents' end zone or going out of bounds behind opponents' goal line—Touchback.
5. Pass touched by an originally ineligible player or player of Team A who has become ineligible by going out of bounds—Loss of ball to opponents at the spot of the last down. (May be a Touchback if touched between opponents' 10 yard and goal lines.) Ball dead when foul occurs.
6. Pass intentionally grounded—Loss of a down and 15 yards.
7. Pass incomplete in A's end zone or going out of bounds behind A's goal line—Safety by Team A.

LOSS OF FIVE YARDS

1. Violation of the off side rule, which includes:
 - (a) Lineman or backs illegally in motion when the ball is snapped.
 - (b) Any player of the kicking team ahead of the ball when it is kicked at the kickoff or free kick.
 - (c) Interference with opponents before the ball is snapped.
2. Unreasonable delay by a team.
3. Running into the kicker after he has kicked the ball.
4. Failure of substitute to report to referee when entering the game.
5. Unfair play not otherwise covered in the rules.
6. Time out called more than three times during a half at the request of the captain of the team without a substitution.
7. Defensive player holding an offensive player.
8. For second or more incomplete forward pass during the same series of four downs. (Only one permitted without penalty.)
9. Crawling by the player in possession of the ball.

LOSS OF 15 YARD

1. Substitute communicating with players before the ball is put in play.
2. Interference with a man who has signaled for a fair catch.
3. Throwing the player to the ground who has made a fair catch.
4. Offensive player pushing or pulling the runner.
5. Offensive player holding a defensive player.
6. Players of the side making a forward pass interfering with defensive players after the ball is snapped.
7. Roughing the kicker after he has kicked the ball.
8. Piling on the player who is down.
9. Tackling the runner clearly out of bounds.
10. Tripping an opponent.
11. Sideline coaching.
12. Intentional throwing of forward pass to the ground.
13. For hurdling, (applies only to the runner).
14. Failure to come to stop of at least one second after shift or huddle.

LOSS OF 25 YARDS

1. Clipping.

2. Delay start of first or third periods.
3. Return of player to the game who had previously been in that same half, (and suspension).

LOSS OF HALF DISTANCE TO GOAL LINE

1. Disqualification of a player for rough play.
2. Any foul occurring inside the opponents' one-yard line.

LOSS OF A DOWN

1. Illegal or incomplete forward pass.
2. Forward pass striking the ground.
3. Forward pass touched by two originally eligible players of the passing side.
4. Forward pass going out of bounds on the fly.
5. Recovery of blocked kick by kicking side, regardless of which team blocked it.
6. Interference by team making forward pass, (and 15 yards).

LOSS OF A BALL

1. Ball kicked out of bounds unless actually possessed in the field of play, by an opponent.
2. Illegal use of hands or arms to prevent an opponent from securing loose ball.
3. Forward pass touched by ineligible player of the passer's team.
4. Interference by defensive side on a forward pass.
5. Failure to advance the ball 10 yards in four consecutive downs.
6. Kicking at or kicking a loose ball.
7. Player on the kicking team who touches the ball kicked in scrimmage before it touches an opponent.
8. Any foul on field of play when the ball is in the possession of neither team (free ball).

FORFEITURE OF GAME

Refusal to abide by referee's decision or to play within two minutes after being ordered to do so by the referee.

IMPORTANT NOTE REGARDING TIME OUT

Time is automatically taken out during a try for point after a touchdown, after a safety or a touchback, after fair catch has been made, after an incomplete forward pass, during enforcement or declination of penalties, when the ball goes out of bounds, or when for any reason play is suspended by the referee. Time shall not begin again, after any of the aforesaid, until the ball is actually passed back from center.

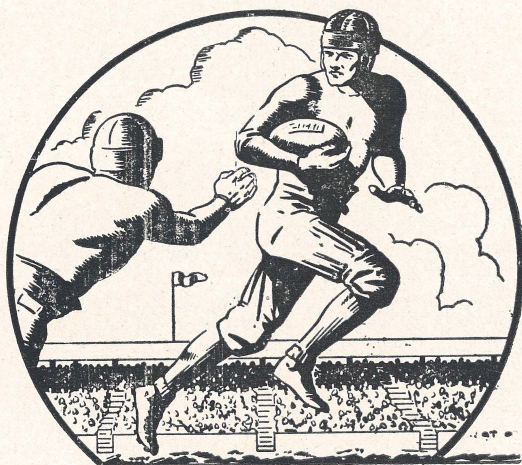
Success to the "Gents"!



Ward's will root for the "Gents" to win not only this game but all other games—football and the game of Life. Don't forget when the battle is the hottest, that we, as a part of Shreveport, are behind you to the last!

MONTGOMERY WARD & Co.

Get Those Uniforms Dirty Gentlemen



We're Going to Clean 'Em

Regardless of how dirty your uniforms get after we've laundered them they'll be returned to you clean and fresh. So get in there and fight and get 'em dirty. And we sure like to clean 'em after you had a hard battle and in your usual way come out the victor.

Excelsior Laundry & Dry Cleaning Co.

E. A. Chapman, Mgr.

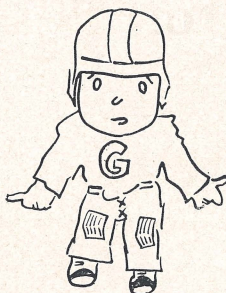
PHONE 6238

Changes in Rules for 1931

The only change of importance in the Football rules for 1931 concerns penalties for fouls which may be committed during the try-for point after touchdown. The former rule of warding or forfeiture of the point, when a foul was committed on the try-for the additional point has been changed and the penalty against the offensive or defensive team will be the same as though the foul had occurred during the progress of the game.

Example—Team A (Offensive Team) off-side—penalty loss of five yards for Team A and privilege of “try” over again. This time team A would have the ball on the 7-yard line. Example of Team B (Defensive Team) being off-side penalizes team to the 1-yard line and additional penalties half the distance to the goal line. A team can never be penalized past their defending goal line.

Some changes in the phraseology have been made in this year's rules which the rule makers hope will simplify the rules but they do not, in any sense, change the aspect of the game.



Journal Printing Co.

*Printers, Publishers, Blank
Book Makers*

PHONE 7121



Fight 'em Gents!

We admire you for your great sportsmanship and your great number of victories. You deserve much credit and all Shreveport is proud of you . . .

SALES



SERVICE

HOWARD

Motors Company

R. T. ANDRESS, Gen. Mgr.

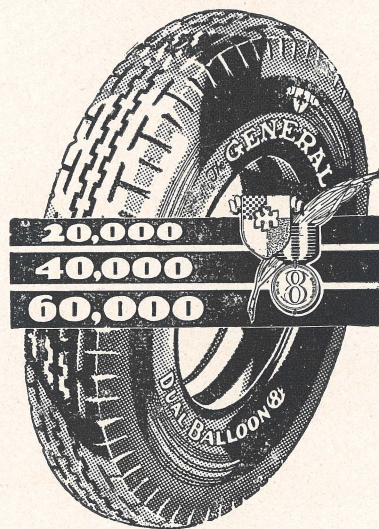
Phone 5147

717 Crockett St.

Those Extra Miles in

GENERAL Dual Balloon 8

Give You Positive Tire
Comfort and Economy
For Many Seasons



The General Tire Company, Inc.

Crockett and Louisiana

3261—PHONE

PHONE 3261

Centenary Opponents

Louisiana State Normal, Natchitoches, La.

- Sept. 26—Centenary at Shreveport.
- Oct. 2—El Dorado College at Natchitoches.
- Oct. 9—Lon Morris College at Natchitoches.
- Oct. 16—Louisiana College at Natchitoches.
- Oct. 24—Union University at Jackson.
- Oct. 30—Louisiana Tech at Ruston.
- Nov. 6—Stephen F. Austin Teachers' College at Natchitoches.
- Nov. 14—Mississippi Teacher's College at Hattiesburg.
- Nov. 26—Southwestern at Natchitoches.

Oklahoma Teachers, Durant, Okla.

- *Sept. 25—Austin College at Durant.
- Oct. 3—Centenary College at Shreveport.
- *Oct. 9—Northwestern Teachers at Durant.
- Oct. 17—Central Teachers at Edmond.
- *Oct. 23—East Central at Durant.
- *Oct. 30—Northwestern Teachers at Durant.
- *Nov. 7—Jefferson University at Durant.
- Nov. 13—Hendrix-Henderson College at Conway, Ark.
- *Nov. 26—Southwestern Teachers at Durant.
- *Night Games,

Baylor University, Waco, Texas

- Oct. 3—St. Edwards University at Waco.
- Oct. 10—Centenary at Shreveport.
- Oct. 17—Arkansas at Waco.
- Oct. 24—Texas Aggies at College Station.
- Oct. 31—Texas Tech at Waco.
- Nov. 7—Texas, at Austin.
- Nov. 14—Southern Methodist at Dallas.
- Nov. 21—Texas Christian at Waco.
- Nov. 28—Rice Institute at Houston.

Stetson University, DeLand, Florida

- Oct. 3—Mercer at Macon.
- Oct. 10—Birmingham-Southern at Dothan.
- Oct. 17—Centenary at Shreveport.
- Oct. 24—Citadel at Charleston.
- Nov. 7—Erskine at DeLand.
- Nov. 11—Millsaps at New Smyrna.
- Nov. 20—Southern at Lakeland.
- Nov. 26—Miami University at Miami.

So. Methodist University, Dallas, Texas

- Sept. 26—North Texas Teachers at Dallas.
- Oct. 3—Simmons University at Dallas.
(Dad's Day)
- Oct. 10—University of Arkansas at Fayetteville.
- Oct. 17—Rice Institute at Houston.
- Oct. 24—Centenary College at Dallas.
- Oct. 31—University of Texas at Dallas.
- Nov. 7—Texas A. & M. at College Station.
- Nov. 14—Baylor University at Dallas.
(Home-coming day for S. M. U. Alumni and ex-students)
- Nov. 21—U. S. Naval Academy at Annapolis, Md.

- Nov. 28—Texas Christian University at Fort Worth.
- Dec. 5—St. Mary's College at San Francisco, Cal.

Texas Aggies, College Station, Texas

- Sept. 26—Southwestern U. at College Station.
- Oct. 3—Tulane University at New Orleans.
- Oct. 10—University of Iowa at Dallas.
- Oct. 17—Texas Christian University at Ft. Worth.
- Oct. 24—Baylor University at College Station.
- Oct. 31—Centenary College at Shreveport.
- Nov. 7—Southern Methodist University at College Station.
- Nov. 14—Rice Institute at Houston.
- Nov. 26—University of Texas at College Station.

Purdue University, Lafayette, Indiana

- Oct. 3—Western Reserve & Coe College at Purdue.
- Oct. 10—Illinois at Purdue.
- Oct. 17—Wisconsin at Madison.
- Oct. 24—Carnegie Tech at Pittsburgh.
- Oct. 31—Chicago at Chicago.
- Nov. 7—Centenary College at Purdue.
- Nov. 14—Iowa at Purdue.
- Nov. 21—Indiana at Bloomington.

Union University, Jackson, Tenn.

- Sept. 26—Murray State Teachers at Jackson.
- Oct. 3—Bethel College, Tenn. at Jackson.
- Oct. 10—La. Polytechnic Inst. at Jackson.
- Oct. 17—Transylvania at Jackson.
- Oct. 24—La. Normal at Jackson.
- Oct. 31—West Ky. Teachers at Jackson.
- Nov. 11—La. College at Pineville.
- Nov. 14—Centenary College at Shreveport.
- Nov. 21—Southwestern at Memphis.

University of Texas, Austin, Texas

- Sept. 26—Simmons University at Austin.
- Oct. 3—University of Missouri at Austin.
- Oct. 10—Rice Institute at Austin.
- Oct. 17—University of Oklahoma at Dallas.
- Oct. 24—Harvard University at Cambridge, Mass.
- Oct. 31—Southern Methodist University at Dallas.
- Nov. 7—Baylor at Austin.
- Nov. 14—Texas Christian University at Austin.
- Nov. 20—Centenary at Shreveport.
- Nov. 26—A. & M. College of Texas at College Station.
(Thanksgiving Day)

University of Arkansas, Fayetteville, Ark.

- Sept. 26—College of the Ozarks at Fayetteville.
- Oct. 3—Hendrix-Henderson at Fayetteville.
- Oct. 10—Southern Methodist at Fayetteville.
- Oct. 17—Baylor at Waco.
- Oct. 24—Louisiana State at Shreveport.
- Oct. 31—Texas Christian at Fayetteville.
- Nov. 7—Chicago University at Chicago.
- Nov. 21—Rice Institute at Houston.
- Nov. 26—Centenary at Shreveport.

Centenary College

Results of 1930 Season

	Centenary	Opponent
Centenary vs. Hendrix-Henderson	27	0
Centenary vs. Texas University	0	0
Centenary vs. Iowa University	19	12
Centenary vs. Stetson	9	0
Centenary vs. Baylor	7	2
Centenary vs. Texas A. & M.	6	7
Centenary vs. Oklahoma Teachers	19	0
Centenary vs. Henderson Teachers	20	7
Centenary vs. Louisiana Tech	13	0
Centenary vs. Arkansas University	7	6

DRINK

Coca-Cola

In
Bottles



Coca-Cola Bottling
Company

Arkansas-Louisiana Hotel Company Incorporated

Jefferson—Shreveport, La.

Evangeline—Lafayette, La.

Ward—Fort Smith, Ark.

FLOYD R. HODGES, Jr.,
Secy.-Treas. and Gen. Mgr.

*Shreveport's
Greatest Clothiers*

«BRAEBURN»

College Clothes \$30

worn on every campus

M. LEVY CO., Inc.

Reliable Since 1857

Byrd High School 1931 Football Schedule



Sept. 26—Texarkana (Night)	Texarkana
Oct. 3—Sunset High (Dallas)	Shreveport
Oct. 9—Logansport	Shreveport
Oct. 16—Little Rock	Little Rock
Oct. 24—Monroe High	Shreveport
Oct. 30—Minden	Shreveport
Nov. 6—Haynesville	Haynesville
Nov. 11 or 13—Alexandria	Shreveport
Nov. 21—Open	

OUR NEW MODEL

Refrigerators

Well Iced All Year Provide Safe
Food Protection

ANY TIME—ANY WHERE

Shreveport Ice Delivery
Company

Phones 7673—3598

C. C. Hardman Company

716 Texas Street

5180—Telephones—5189

JOBBER

REX FLINTKOTE ASPHALT SHINGLES
AND ROLL ROOFING

PAINT HEADQUARTERS
SHERWIN-WILLIAMS PAINTS,
VARNISHES, OPEX AND
BRUSHING LACQUERS

LEAD AND LINSEED OILS
SHEETROCK AND TEXTONE

WALL PAPER AND CANVAS
GAS, WALL AND PLACE HEATERS
WINDOW GLASS

Lyles Laundry, Inc.

1921 Market Street

“We Do Your Clothes
Quicker and Better”

Over Night Service

Phone 5179

GOOD LUCK GENTS

From Your
Neighbor

**Leon
Johnson**

When Your PEP
Is at Low Ebb

Drink a Glass of

Jersey Gold

. . . It builds health
from the inside.

MILK

. . . the one healthful and sure way to
possess a clear, rosy complexion.

Jersey Gold Creameries

FIGHT 'EM GENTS!

Fight fair, but fight to win
You are the best in the land.
Nothing can stop you
We are with you.

SCHUSTER'S
Wholesale Produce Co.

Incorporated

500-508 Commerce St. Phone 4151
Exclusive Distributors for PABST BLUE
RIBBON BREW—"A Beer that Reminds
You of Old Times."

Preslar's Milk Station

2929 Highland Ave.

or 457 Columbia St.

Phone 8-3123

**ATTEND EVERY
GAME.**

**HELP PUT
CENTENARY IN
THE
SOUTHWEST
CONFERENCE**

Read About the Games

IN

**The
Shreveport Times**

Complete returns on ALL the big games as
well as details and all the sport gossip of Shreve-
port's pride—

CENTENARY'S

G E N T L E M E N

See every game if you possibly can

B U T

Get the Fine Points by Reading

The Shreveport Times

First Always

Here they come HATS OFF TO 'EM!



In the thrilling moments
when you're smoking with half-
back speed be sure it's a milder,
better tasting Chesterfield.



They Satisfy
Chesterfield

YOU CAN SMOKE THEM ALL DAY LONG